

## **Job Description & Candidate Profile**

### **Market Research and Analysis Project Manager**

#### **1. *Introduction to Business Advantage***

The Business Advantage Group Limited is a full service market research agency providing a range of additional services to clients under four main service areas:

- market research
- database services - building, cleaning and management
- sales and marketing services
- marketing and management consultancy

We specialise in international research, operating primarily in the information technology Sector.

Business Advantage is a small, friendly company with a progressive culture. Most of our employees stay with us for many years yet we remain open to fresh ideas and aim to continuously improve what we do.

#### **2. *Reporting Relationship***

Position: Project Manager/Market Analyst

Reports to: Director, Market and Competitor Analysis

### **3. Key Responsibilities**

- To monitor and co-ordinate activities of the research and market analysis team
- To manage teams of interviewers working on research and analysis projects.
- To split time 70% Project Management and 30% working on projects as an Analyst
- To focus on building a team introducing the concept of teamwork and skill specialization – delegating tasks to team members selected for their skills that correspond to the requirements of the project
- To liaise with clients ensuring all their needs are met
- To deliver projects on time and on budget
- To ensure that weekly feedback on status of projects is provided to clients
- To monitor and evaluate project success, providing regular reports on project hours
- To flag up, at an early stage, any projects which are exceeding allocated hours by more than 10%
- To assist with production of proposals and develop creative methodologies for the delivery of client based solutions
- To carry out in-depth secondary research, often internationally.
- To conduct individual project training sessions with temporary staff and new recruits
- To develop skills to provide training on individual projects to other interviewers.
- To compile worksheets and figures on individual projects for submission to Director
- To constantly develop knowledge of the ICT market, moving towards a specialism in emerging technologies
- To build contacts with analysts, journalists in the IT and telecoms sector to aide desk research/market sizing projects
- To develop questionnaire design skills
- To analyse data and write reports, ensuring that the client's objectives are well met.
- To prepare presentations as appropriate
- To conduct analyst/ interviewing-tasks as required
- To develop proposal writing skills and become more involved in sales meetings
- To write articles and white papers etc. focusing on creative design and developing good copywriting skills

## **5. Candidate Profile**

- Developing team management skills
- Ability to liaise with other departments and gain their support with projects, Good interpersonal skills.
- Excellent telephone manner - calm, persistent, with the ability to put people at ease.
- Good command of the English language, both written and verbal.
- Ability to work as part of a team and contribute ideas for team development
- A professional and business-like manner.
- Previous experience of market research or competitor analysis
- A good level of confidence and initiative, hard-working and with the ability to apply oneself to the job at hand.
- Well organised, team leader and motivator
- Excellent PowerPoint and Excel skills. Interest in working towards further development of in house analysis tools.
- Project management qualification preferred

## **Staff Benefits**

- Incentive scheme of 2% of salary after 6 months service
- Pension contribution of 1% after 6 months service
- Private Health Care scheme after 6 months service
- 20 days holiday in addition to public holidays per year
- A paid day off for your birthday each year